

Another Season!

Another smashing success



*Last season
U. S. Royal broke
all sales records*



*This winter in
the south the great
demand continued*



*In the north the demand
will be greater than ever*

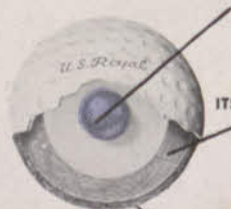
Professional golfers and club members everywhere are praising the ball with the silicone "magic" center and electronic winding. They'll be playing U. S. Royal again this year — because they know it peps up a man's game!

And so it goes with U. S. Royal—
the Ball that Science Built

For A Good
Medium-Priced
Golf Ball—Get
U. S. Fairway,
The Ball With
A Million Friends



ITS EXCLUSIVE SILICONE "MAGIC" CENTER—Developed by scientists of United States Rubber Company using GENERAL ELECTRIC SILICONE.



ITS FAMOUS ELECTRONIC WINDING—For uniformity, accuracy and controllability.

ITS CADWELL-GEER COVER—The toughest and most responsive ever made.

THE GREAT

U. S. Royal

by **U. S. RUBBER**

Serving Through Science

Sold only through golf professional shops